

ABSTRACT

This research aims to find out if the dimensions in the quality of service that is tangible, responsiveness, reliability, assurance, and empathy affect consumer satisfaction Exercise Hall Working industry (BLKI) Semarang and analyzing the most dominant in influencing consumer satisfaction Exercise Hall Working industry (BLKI) Semarang.

The population in this study are training students Employment Training Hall (BLKI) Industry. In this research data collected by questionnaire method to 100 respondents, aiming to find out the response of respondents towards each individual variable. The analysis used covers test validity, reliability test, test assumptions Classics (multikolinearitas, normality, heteroskedastisitas), multiple linear regression analysis, test test t, F, the coefficient of determination.

From the results of the analysis using regression can note that variables are Tangible, Responsiveness, Reliability, Assurance, and Emphaty everything positive and significant effect on Consumer Satisfaction in training in Industrial Work Exercise Hall (BLKI) Semarang. With the influence of 68.5% and 31.5% of the site affected by other variables.

Key words: quality of service, tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (security), emphaty (concern), satisfaction of consumers.